

# ***NEWS RELEASE***

## **FOR IMMEDIATE RELEASE**

March 31, 2014

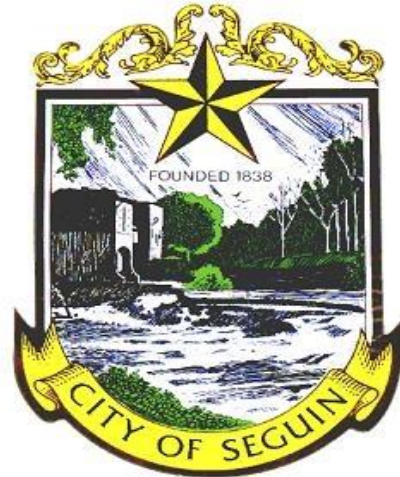
### **Media Contact:**

Scott Packard, Public Information Officer

(830) 386-2590 (o)

(830) 560-6270 (c)

spackard@seguintexas.gov



## **Seguin Mayor Don Keil Offers to Take Pie to Face** ***Challenge Involves TLU's Great Give Campaign***

**SEGUIN, Texas** – Seguin Mayor Don Keil will put his face on the line during Texas Lutheran University's 2<sup>nd</sup> Annual Great Give campaign. If the community meets a participation goal, Mayor Keil has volunteered to take a pie to the face.

"I think this is a great way to challenge the community to take part in this fundraiser," Mayor Keil said. "Maybe my offer will give some folks some extra incentive to donate to TLU."

TLU will launch the virtual giving campaign at midnight on Friday, April 4. The Great Give is a 24-hour online giving campaign that will involve the campus and community in supporting TLU. The Great Give is an opportunity for TLU alumni, friends, students, faculty, staff and the Seguin community to show support for the university. Donations go into the Texas Lutheran Fund.

"TLU is a great asset to the Seguin community," Seguin Public Information Officer Scott Packard said. "TLU gives back through volunteering in the community, providing a mobile food pantry for those in need, hosting free concerts, basic computer classes and tax preparation services."

In its inaugural year, 236 donors contributed \$52,218 during the Great Give, surpassing the goal of \$50,000. The largest area of support went towards the Annual Scholarship Fund, allowing more students to be recognized for their academic excellence. TLU has set a \$65,000 goal this year.

Mayor Keil has agreed to take a pie to the face if at least 70 people in the community donate during the Great Give. Last year 59 Seguin residents donated during the campaign. The amount of the donation does not factor into the participation goal.

To donate during the Great Give on April 4<sup>th</sup> or for more information, please visit [tlu.edu/greatgive](http://tlu.edu/greatgive).

### **About the City of Seguin**

Seguin, Texas is located along Interstate 10, about 35 miles east of San Antonio. Seguin is big enough to boast a top-rated university and a state-of-the-art hospital. More than 25,000 residents enjoy a range of cultural, recreational, and employment opportunities. Seguin's robust diversified economy features a steelmaker, a manufacturer of automotive parts and plants making roadside mowing equipment and building materials. In 2009, Seguin was proud to be selected by Caterpillar as the site of a major new engine manufacturing facility.

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